

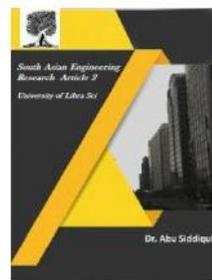


2581-4575

International Journal For Recent Developments in Science & Technology



A Peer Reviewed Research Journal



WORK LIFE BALANCE

¹ANUGU SWETHA, ²A. BALA KRISHNA

¹MBA STUDENT SCHOLAR, TKR COLLEGE OF ENGINEERING&TECHNOLOGY,
HYDERABAD,TELANGANA,INDIA

²ASSISTANT PROFESSOR ,TKR COLLEGE OF ENGINEERING&TECHNOLOGY,
HYDERABAD,TELANGANA,INDIA

ABSTRACT: Work life balance is now increasingly becoming the focal point of study by HRM experts and by managing teams of corporate. It is about effectively managing the balance between paid work and other activities like spending time with family, taking part in sport and recreation, undertaking further study. Earlier Companies attract and retain candidates by just providing effective training or Job security. But many employees in 21st century see ‘Work life balance policies’- as a critical factor for selecting the companies. As employee conclusions are quite logic that it is easier to find a new job than finding a new spouse or a family. Work Life Balance (WLB) is a major driver in the organization that helpsto achieve higher productivity. It is a healthy blend of both employee's work life and personal life. There are many factors influencing work-life balance of an employee in the organization. The researchers have identified some factors along with demographic variables to study and understand the work life balance. Work life balance entails attaining equilibrium between professional work and other activities so that it reduces frictionbetween official and domestic life. Work life balance enhances efficiency and thus, the productivity of an employee increases. It enhances satisfaction in both the professional and personal lives. To study about the work life balance of the employees in LakshmiHyundai.To study the effectiveness of the employees in achieving their work life balance.To study about the support from other employees in theorganization and working hours.To assess the personal profile of the employees and its influence to quality of work life.

KEY WORDS: HRM, WLB, DATA COLLECTION METHODS, . LIMITATIONS OF THE STUDY, DATA ANLAYSIS AND INTERPRETATION.

I.INTRODUCTION

The project about “Work Life Balance” deals with any activity, which takes place at every level of organization, which seeks greater organizational effectiveness through the enhancement of human dignity and growth.This helps to determine better for themselves what actions, changes and improvements and

desirable and workable in order to achieve a balanced work life for the employees.In this rapid evolving world Everyone faces the issue of time management at one point or another, but as more and more people deal with working at one or more jobs, fighting long commutes, managing a household,

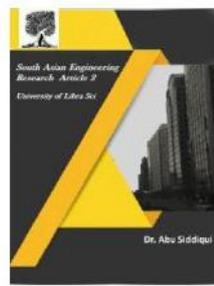


2581-4575

International Journal For Recent Developments in Science & Technology



A Peer Reviewed Research Journal



attending school or other training, raising one or more children, responding to increasing work and time pressures of the shrinking workplace, and dealing with aging parents, the days often seem to last long into the night and vacation and leisure time seem to be consumed with issues other than relaxation and personal fulfillment. It can be difficult to find a balance between our work and personal lives sometimes. Whether you are experiencing the end of a relationship, the disappointment of plans falling through or conflicts with loved ones, the urge to allow your emotions to control all aspects of your life can be overwhelming. While sometimes working can bring solace and a distraction from problems, other times you simply can't concentrate. Your attention just isn't there.

It can be difficult to find a balance between our work and personal lives sometimes. Whether you are experiencing the end of a relationship, the disappointment of plans falling through or conflicts with loved ones, the urge to allow your emotions to control all aspects of your life can be overwhelming. While sometimes working can bring solace and a distraction from problems, other times you simply can't concentrate. Your attention just isn't there.

During those times, it is important to remember that you work in order to have a good life, not the other way around. It is acceptable to have days where you don't feel 100% and can't give your best. On the other hand, though, it is important not to be so preoccupied with your feelings that you are unable to come out of them and move forward after a bit of time has gone by. Fortunately, there are ways that

you can help yourself balance your emotions and your commitments during hard times.

Randall. S. Hansen says that how much of your work invading your personal life and how much of your personal life is affected by the stress of trying to balance all the responsibilities in your life is termed as work life balance.

1.1. STEPS FOR BETTER BALANCE:

1.1.1. Slow Down: Life is simply too short, so don't let things pass you in a blur. Take steps to stop and enjoy the things and people around you. Schedule more time between meetings; don't make plans for every evening or weekend, and find some ways to distance yourself from the things that are causing you the most stress.

1.1.2. Learn to Better Manage Your Time Avoid Procrastination: For many people, most of the stress they feel comes from simply being disorganized -- and procrastinating. Learn to set more realistic goals and deadlines -- and then stick to them. You'll find that not only are you less stressed, but your work will be better.

1.1.3. Share the Load: Even though we may sometimes feel we're the only ones capable of doing something, it's usually not the case. Get your partner or other family members to help you with all your personal/family responsibilities. Taking care of the household.

1.1.4. Explore Your Option Get Help:

If you are feeling overwhelmed with your family responsibilities, please get help if you can afford it. Find a sitter for your children, explore options for aging parents, and seek counseling for yourself. In many cases, you have options, but you need to take the time to find them.

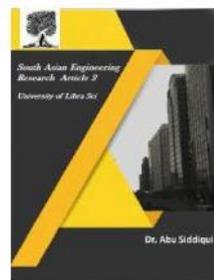


2581-4575

International Journal For Recent Developments in Science & Technology



A Peer Reviewed Research Journal



1.1.5. Take Charge, Set Priorities:

Sometimes it's easier for us to allow ourselves to feel overwhelmed rather than taking charge and developing a prioritized list of things that need to get done. You need to buck the trend. Develop a list. Set priorities. And then enjoy the satisfaction of crossing things off your list.

1.1.6. Simplify: It seems human nature for just about everyone to take on too many tasks and responsibilities, to try to do too much, and to own too much. Find a way to simplify your life. Change your lifestyle. Learn to say no to requests for help. Get rid of the clutter and baggage in your house -- and your life.

1.2. FOUNDATIONS OF WORK LIFE:

• **Strong Relationships:** There may be nothing more important to a balanced, fulfilling life than strong relationships. Relationships are how we experience ourselves. These are the mirrors in which we observe ourselves being who we are. Research studies confirm that strong relationships are important to happiness, longevity, and good health.

• **Meaningful Activities:** When the activities we engage in are meaningful to us, we engage ourselves with passion, energy, and purpose. It's important that we take on roles and responsibilities that feel "worth doing." What is meaningful is unique to each individual, based on purpose and values.

• **Interesting Activities:** We each have certain unique strengths and competences which set us apart from others. When we engage these strengths in our daily routines we are interested, engaged, and

involved. Life feels balanced when our activities are meaningful and interesting.

• **Values Consistency:** Stress results when we find ourselves in a conflict between what we value and what is asked or expected of us. A person valuing honesty will be racked with stress if placed in a position of being less than fully honest.

1.3. NEED OF THE STUDY

No one can have everything and do everything at the same time"

Oprah Winfrey

The inability to balance work and family demands has been linked to:

- Reduced work performance
- Increased absenteeism
- Lower commitment
- Poor morale

II. LITERATURE REVIEW

2.1. REVIEW OF LITERATURE FACTORS AFFECTING THE WORK LIFE

2.1.1. BALANCE Work life balance:

Work-life balance is about effectively managing the juggling act between paid work and the other activities that are important to people. It's not about saying that work is wrong or bad, but that work shouldn't completely crowd out the other things that matter to people like time with family, participation in community activities, voluntary work, personal development, leisure and recreation.

2.1.2.1 Flexible working – an agreed working arrangement that differs from the „standard“ working arrangement. Quality flexible work allows employees to meet personal commitments, such as dropping

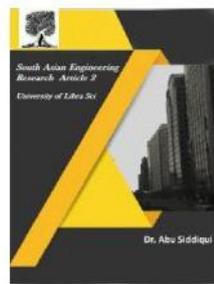


2581-4575

International Journal For Recent Developments in Science & Technology



A Peer Reviewed Research Journal



children off at school or working as a volunteer, while at the same time the meeting the needs of the job and the workplace.

2.1.3. Compressed working week - contractual full-time hours are worked during the week but with a variance such as working longer hours over four days instead of a five-day week.

2.1.4. Managerial Support

Managers play an important role in the success of work life programs because they are in a position to encourage or discourage employee's efforts to balance their work and family lives. 74 Where supervisors enthusiastically support the integration of paid work and other responsibilities, employees will be more likely to take up available work life programs.

2.1.5. Working arrangements – the employer sets up services to assist employees in managing their busy lives such as arranging for dry-cleaning to be picked up from, and delivered back to, the business address.

2.1.6. Working from Home – the employee works from home either all or part of their working week, whether full or part-time. The employer normally provides technology in the employee's home (such as a laptops) to allow the employee to maintain contact with the office and clients.

The literature on Work-life balance with different prospective are studied and available, in recent years, there has been an increased interest in work family interface in the human resource management literature, especially regarding the sources and outcomes of

conflict between these two spheres. A number of studies have addressed this issue from different perspectives.

Greenhaus and Beutell (1985) and Greenhaus et al. (1989) examined the antecedents of conflict between family and work, Goodstein (1994) and Ingram and Simons (1995) presented an institutional perspective on organizations responses to work-family issues.

In addition, Campbell, Campbell and Kennard (1994) have studied the effects of family responsibilities on the work commitment and job performance of women. The work- family issue is even further expanded to address the relationship of business-marriage partners (Foley & Powell, 1997).

Rebecca Bundhun quotes in —The National (2009), an Abu Dhabi National Paper 1 that —Women and men generally have a different perception of what the "life" part of the balance involves. For women it tends to be devoting more time to family, while for men it is spending more time pursuing personal interests. She also quoted the paper of Dr. Katty Marmenout, a research fellow at the INSEAD School in Abu Dhabi with his words that —work-life balance is not simply about equally dividing the time spent on one's work and personal life, but establishing a harmony that reflects an individual's priorities. So, this allows for acceptance of the happy workaholic or the satisfied stay- at-home mum or dad.

"How can we measure or evaluate work-life balance? The best indicator would be that it should feel right," she said.

Whereas researcher Murphy and Doherty (2011) revealed that it is not possible to measure work-life balance in an absolute

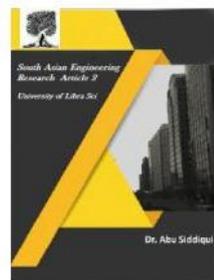


2581-4575

International Journal For Recent Developments in Science & Technology



A Peer Reviewed Research Journal



way as there are personal circumstances which influence the way that is perceived but establishing a harmony that reflects an individual's priorities whereas employees must draw a firm line between their home and work lives and be confident that the line is in the right place (Harvard Business Review, page184). Hyman and Summers (2004) classified seven major problems which are associated with current practices over work-life balance these are unevenness of adoption across different sectors and organizations, lack of formalization of policies at organizational level, restricted employee voice over the introduction and implementation of policies , policies are primarily to meet business needs rather than those of employees, there is no evidence of reduction in working hours, tangible and intangible work intrusions into domestic life , domestic responsibilities are still conducted primarily by women irrespective of their employment status. Researcher Vloeberghs (2002) revealed that there is a need for a practical instrument to measure the present situation of work- lifebalance.

III. RESEARCH METHODOLOGY

The researcher has adopted case study method for the study.

3.1. SOURCES OF DATA COLLECTION:

The researcher has collected data from two sources viz., primary and secondary sources

3.2. DATA COLLECTION METHODS:

The researcher has constructed Questionnaire with 25 questions to collect Primary data. The researcher has collected

secondary data from Books, journals, company websites etc.

3.3. SAMPLING METHOD:

The researcher has adopted Simple Random Sampling Method for the study.

3.4. SAMPLE SIZE:

The sample size is 100.

3.5. LIMITATIONS OF THE STUDY

- The study is based on employees' self-evaluation. So, there is a possibility of change in the attitude in relation of the original attitude.
- The study is restricted to the employees of one company and so the results may not be generalized for all employees in all sectors.
- Due to time constraint the sample size is limited to 100.

IV. INDUSTRY PROFILE & COMPANY PROFILE

The Indian auto industry is one of the largest in the world. The industry accounts for per cent of the country's Gross Domestic Product (GDP). The Two Wheelers segment with 81 per cent market share is the leader of the Indian Automobile market owing to a growing middle class and a young population.

4.1 Market Size and Investments

The sales of PVs, CVs and 2Ws grew by 9.17 per cent, 3.03 per cent and 8.29 per cent respectively, during the period April-January 2017.

In order to keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry has attracted Foreign Direct Investment (FDI) worth US\$ 15.79 billion

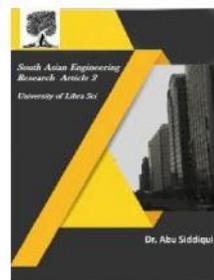


2581-4575

International Journal For Recent Developments in Science & Technology



A Peer Reviewed Research Journal



during the period April 2000 to September 2016, according to data released by Department of Industrial Policy and Promotion (DIPP).

4.2 Government Initiatives

The Government of India encourages foreign investment in the automobile sector and allows 100 per cent FDI under the automatic route.

Some of the major initiatives taken by the Government of India are:

□ The Government of India plans to introduce a new Green Urban Transport Scheme with a central assistance of about Rs 25,000 crore (US\$ 3.75 billion), aimed at boosting the growth of urban transport along low carbon path for substantial reduction in pollution, and providing a framework for funding urban mobility projects at National, State and City level with minimum recourse to budgetary support by encouraging innovative financing of projects.

□ Government of India aims to make automobiles manufacturing the main driver of „Make in India“ initiative, as it expects passenger vehicles market to triple to

9.4 million units by 2026, as highlighted in the Auto Mission Plan (AMP) 2016-26.

□ The Government plans to promote eco-friendly cars in the country i.e. CNG based vehicle, hybrid vehicle, and electric vehicle and also made mandatory of 5 per cent ethanol blending in petrol.

4.3 Automobile industries in India

The Enfield Cycle Company made motorcycles, bicycles, lawnmowers and stationary engines under the name Royal Enfield out of its works based at Redditch, Worcestershire. These of the brand name Royal Enfield was licensed by the Crown in 1890.

Royal Enfield, the British brand under Indian ownership since 1949.



The Escorts Group is among India's leading engineering conglomerates operating in the high growth sectors of Agri-machinery, construction & material handling equipment, railway equipment and auto components. Having pioneered farm mechanization in the country, Escorts has played a pivotal role in the agricultural growth of India.

V.DATA ANALYSIS & INTERPRETATION

5.1. DATA ANALYSIS AND INTERPRETATION

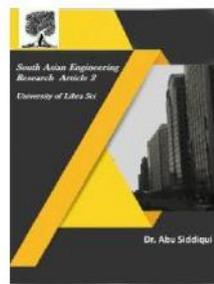
In this chapter the information collected with the help of questionnaire are tabulated and analyzed using simple percentage.

5.2. SIMPLE PERCENTAGE METHOD

The ratio are very often expressed as percentage in the calculation of percentage, the figure is taken as base and is represented by 100. The other figure is expressed as ratio of this base. The simple percentage refers to special kinds of ratio.



2581-4575

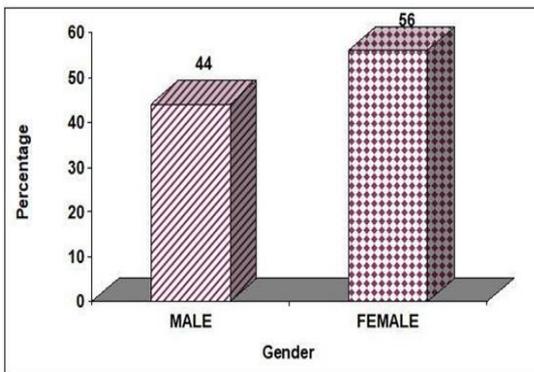


Percentages are used in making comparison between two or more series of data.

TABLE 5.1.GENDER OF THEEMPLOYEES

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	44	44
Female	56	56
Total	100	100

GENDER OF THE RESPONDENTS



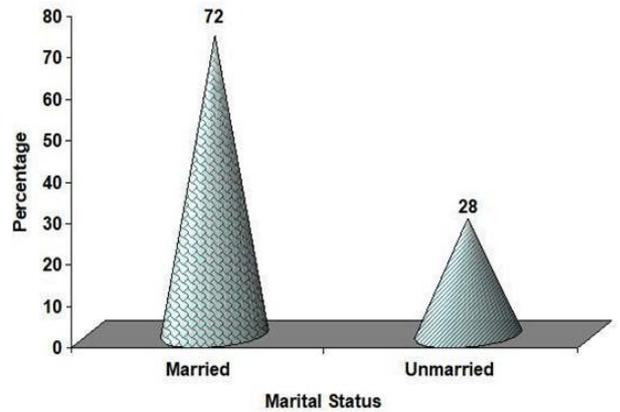
Interpretation:

From the above table graph it is found that female employees are more than the male employees.

2. MARITAL STATUS OF THEEMPLOYEES

MARITAL STATUS	NO OF RESPONDENTS	PERCENTAGE
Married	72	72
Unmarried	28	28
Total	100	100

MARITAL STATUS OF THE RESPONDENTS



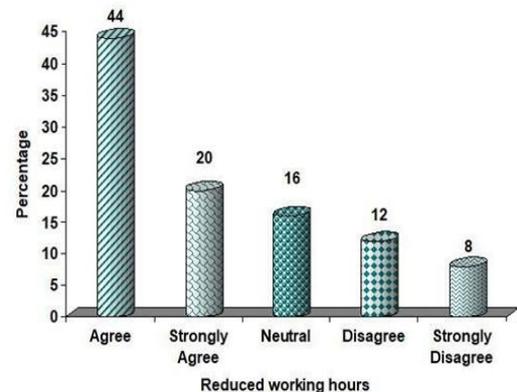
Interpretation:

From the above table we understand that married employees are more than the unmarried employees.

3. REDUCED WORKINGHOURS

REDUCED WORKING HOURS	NO OF RESPONDENTS	PERCENTAGE
Agree	44	44
Strongly agree	20	20
Neutral	16	16
Disagree	12	12
Strongly Disagree	8	8
Total	100	100

REDUCED WORKING HOURS



Interpretation:

From the above table, 20% of employees Strongly Agree and 44% of the employees Agree that they have reduced working hours. 8% of the employees Strongly

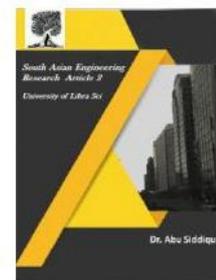


2581-4575

International Journal For Recent Developments in Science & Technology



A Peer Reviewed Research Journal



Disagree and 12% of the employees Disagree that they do not have reduced working hours. The difference in the opinion clearly reveals that majority of the employees agree that they have reduced working hours.

SCOPE OF THE STUDY

The study with the prime objectives of ascertaining the employees towards the Work Life balance program, which are required to perform their jobs effectively. In Hyundai Motors Limited. The studies include managers and employees.

CONCLUSION

- HYUNDAI MOTORS LIMITED provides its employees with a good organizational culture and working conditions. This has led the employees to feel that they are a part of the family and they look upon the company as their own.
- The employees have satisfactory working conditions, flexible working hours; they also have a good support from their managers and their team members. The involvement and commitment of the employees to the company is very high. However some employees are finding it difficult to manage stress and balance work and family lives. Hence, the organization should train employees in stress management and work-life balance.

REFERENCES

BOOKS

1. Kothari.C.R., [2001] “Research Methodology Methods & Techniques”, 2nd Edition, Vishwa Prakasham.
2. Ashwathapa.K., “Human Resource Management” [Third Edition], Tata Mc Graw Hill Publication Company

ltd.,

3. Prasa. L.M., [2001] “Human Resource Management”, Sultan Chand & Sons, Reprint 1998.
4. Tripathy.P.C., [2001] “Human Resource Development” Sultan Chand & Sons, New Delhi.

WEBSITES:

- www.hyundai.com
- www.google.com
- www.ibef.com
- www.citehr.com
- www.semanticscholar.org

STUDENT PROFILE



NAME : ANUGU SWETHA
SHE IS COMPLETED HER DEGREE FROM AURORA'S TECHNOLOGICAL AND RESEARCH INSTITUTE ,PARVATHAPUR.AND NOW PURSUING MBA IN :TKR COLLEGE OF ENGINEERING & TECHNOLOGY, HYDERABAD,TELANGANA,INDIA.



GUIDE PROFILE
A. BALA KRISHNA WORKING AS ASSISTANT PROFESSOR IN TKR COLLEGE OF ENGINEERING & TECHNOLOGY, HYDERABAD,TELANGANA,INDIA.



581-4575

International Journal For Recent Developments in Science & Technology



A Peer Reviewed Research Journal

